

Clermont County Convention & Visitors Bureau

Board Meeting, May 25, 2019

Attendance: Chuck Tilbury, Greg Holman, Mike Moore, Dan Solazzo, Jeff Sperry, Jerry Yeatts, and Jeff Blom.

The Board reviewed the minutes from the March Board Meeting held on April 23, 2019. The minutes will be amended and approved at the next board meeting.

Financials: Chuck Tilbury presented the month of April CVB and Clermont Sports Development Corp. financials.

Motion: A motion to accept the April CVB financial report, as well as Clermont Sports Development Corp financial report, as presented was made by Greg Holman. Mary Eisnaugle seconded the motion. All in favor, motion passed.

Clermont Sports Development Corp.: Jeff Blom gave facilities and equipment update.

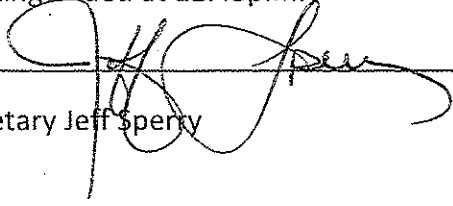
Legal Issue Update: Jeff Blom shared that Rob Mecklenborg and his wife will be moving to Portland, Oregon in June. Patrick Woodside will be our new attorney at Frost Brown Todd. The next mediation will be scheduled in July.

Sales & Events:

- STR Report – Hotel Occupancy in April was down a bit, but overall still trending well for 2019.
- USRowing – To date, there is \$13,500 in sponsorships for rowing. Goal is \$20,000. Volunteer signup is going well.
- NASC Conference – Jeff Blom had 41 appointments with sports event directors at the conference in Knoxville, TN in May. Jeff hopes to get 5 – 6 bookings as a result.
- Meetings/Group Tour –170 meeting planners received postcard. Margaret Bedilion is following up with the contacts.
- A group from Ontario is looking to book a URR tour as a direct result of the conference Margaret Bedilion attended in February.
- 12 interviews are scheduled for Sports and Events Sales Director position. The second round of interviews will happen the second week of June, with Sarah, Joel, and perhaps a board member. Hopefully the person will be in place by July 1. Salary and commission for the position was discussed and is within range of current budget.
- Marketing Update
 - a. Group tour video is being filmed and will be 4th promotional video for CVB usage.
 - b. Facebook promotions: Beast of the East, WOBO Bluegrass Festival, Old West Fest and New Visitor Guide Campaign.
 - c. OH Tourism Marketing Co-op will match \$20,000, so becomes a \$40,000 buy.
 - d. April marketing metrics:
 1. sheet distributed in board packets
 2. social media - building numbers – doing what we can within our budget
 3. working with partners to share posts, numbers

New Business: Chuck Tilbury asked “what was the current attitude of the hotels?” Is the CVB doing enough? Can the CVB do more? Feedback? He asked that Jeff obtain some feedback from hotels at roundtable.

Motion: A motion to adjourn was made by Dan Sollazo, Greg Holman seconded. All in favor, motion passed.
Meeting ended at 12:43p.m.



Secretary Jeff Sperry

6-27-2019

Date